



**Georgia Dept
of Early Care
and Learning**
BRIGHT FROM THE START

Brian P. Kemp
Governor

Amy M. Jacobs
Commissioner

Media Contact: Reg Griffin
404-656-0239 office
404-309-8131 cell
reg.griffin@dec.al.ga.gov

MEDIA ALERT:

Georgia Department of Early Care and Learning Commissioner Amy M. Jacobs Introduces New Statewide Choking Prevention Campaign

What:

To celebrate the launch of its new statewide *Chop, Look, Listen* choking prevention campaign, the **Georgia Department of Early Care and Learning (DECAL)** will conduct two special media events.

The live events will unveil the new choking prevention campaign, demonstrate food safety fundamentals, and provide essential information to help protect Georgia's children from the preventable danger of choking during mealtimes.

When & Where:

Tuesday, October 28, 2025 at 10:30AM
Seven Branches Academy
180 Mulinax Road
Alpharetta

Thursday, November 6, 2025 at 10:30AM
Creative Kids Learning & Preschool
1370 Cate Road
Brunswick

Why:

On average, a child dies every five days in the United States from choking on food, with children under age 3 at the greatest risk. Young children have an increased risk of choking because their windpipes are narrower (about the diameter of a drinking straw) than an adult's. Choking hazards exist; however, even after a child reaches the age where they are more experienced at feeding themselves. Types of food play a role, and certain characteristics, like shape, size, and texture, increase the potential for choking.

Who:

Georgia Department of Early Care and Learning Staff
Amy Jacobs, Commissioner
Pam Stevens, Deputy Commissioner for Child Care
Morgan Chapman, Nutrition Education Specialist

Representative Rick Townsend (Brunswick event)

Additional Notes: DECAL encourages everyone who cares for young children to visit <https://www.dec.al.ga.gov/CCS/Choplooklisten.aspx> to access free resources and learn the

Chop, Look, Listen safety practices.

Media Booking:

John Huston

678-913-5593

john.huston@decalfga.gov

About DECAL

The Georgia Department of Early Care and Learning (DECAL) is responsible for meeting the child care and early education needs of Georgia's children and their families. It administers the nationally recognized Georgia's Pre-K Program, licenses child care centers and home-based child care, administers Georgia's Childcare and Parent Services (CAPS) program, federal nutrition programs, and manages Quality Rated, Georgia's community powered child care rating system.

The department also houses the Head Start State Collaboration Office, distributes federal funding to enhance the quality and availability of child care, and works collaboratively with Georgia child care resource and referral agencies and organizations throughout the state to enhance early care and education. For more information, go to www.decalfga.gov.



www.decalfga.gov

DECAL | 2 Martin Luther King Jr. Drive | Atlanta, GA 30334 US

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